

Maniphesto Media Academy Syllabus

FACILITATORS: Andrew Sweeny, Owen Cox, Eskil Steffensen

Contact: andrewpgsweeny@gmail.com

(MMA)

Table of Contents

[Unit 1: Understanding Media](#)

[Unit 2: The Jordan Peterson Revolution](#)

[Unit 3: Zombies, The Meaning Crisis, and Memetic Tribes](#)

[Unit 4: Writing and Literacy](#)

[Unit 5: Mimetic Theory, The Scapegoat and the Internet](#)

[Unit 6: Education and Media](#)

[Unit 7: Podcasting and Networks](#)

[Unit 8: Cults, Conspiracies and Information Warfare](#)



Unit 1: Understanding Media

1911

Marshall McLuhan

"The multiplication of far-reaching techniques of communication has two important results. In the first place, it increases the sheer radius of communication, so that for certain purposes the whole civilized world is made the psychological equivalent of a primitive tribe."



"The electronic society does not [allow men and women to define themselves]; it does not have solid goals, objectives, or private identity. In it, man does not so much transform the land as he metamorphosizes himself into abstract information for the convenience of others. Without restraint, he becomes boundless, directionless, falling easily into the dark of the mind and the world of primordial intuition. Loss of individualism invites once again the comfort of tribal loyalties."

Marshall McLuhan and Bruce R. Powers

- Marshall McLuhan: The Theory and History of Media
- Information Flows, Narratives and Human Culture
- Broadcast Media vs the Internet: The Blue Church vs The Red Religion

▶ Marshall McLuhan 1965 - The Future of Man in the Electric Age



Unit 2: The Jordan Peterson Revolution



analysis of the world's religious ideas
a universal system of morality

maps / meaning

1962



"I think that everybody came to assume that the media forms actually reflected our capacity for attention, and depth - and they didn't - they narrowed it. The new media forms, YouTube, podcasts, have revealed that there's a tremendous hunger for long form dialogue... No one knew that that market existed. Well, apparently it exists. People are in for two and a half hours of relatively deep - deep as we can make it anyways - philosophical inquiry. Who knew?!"

Jordan Peterson

- Jordan Peterson, the Long Form Conversation and the Rise of Podcasting
- Media, Education and the Culture War
- Meaning and Religion: The Return of the Mythopoetic

▶ WHY LONG FORM CONTENT IS ON THE RISE - Jordan Peterson | London Real



Unit 3: Zombies, The Meaning Crisis, and Memetic Tribes



M E A N I N G C R I S I S

an aimlessness or disintegration that distends our experience of life in its personal, social, and cultural dimensions and leaves us spiritless, disconnected from a world whose presence seems increasingly insensible and impassive to our touch.

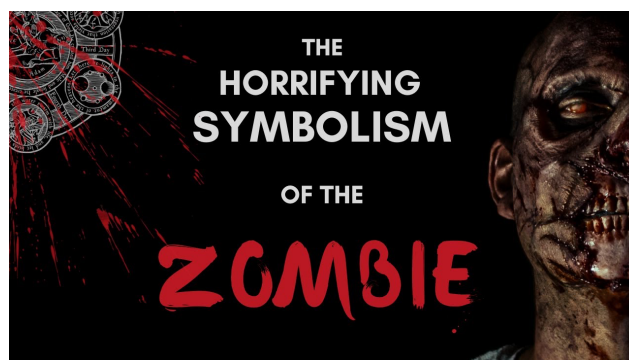


“Nietzsche foresaw the freedom and danger that came with [the current] situation: “We have gone further and destroyed the land behind us. Now little ship, look out! Beside you is an ocean...”. We argue that [our mental conditions have] become this ocean, a vast reservoir of chaos and potential as people attempt to make sense of the world after the death of God. Memetic tribes are one solution, a raft to navigate the open seas.”

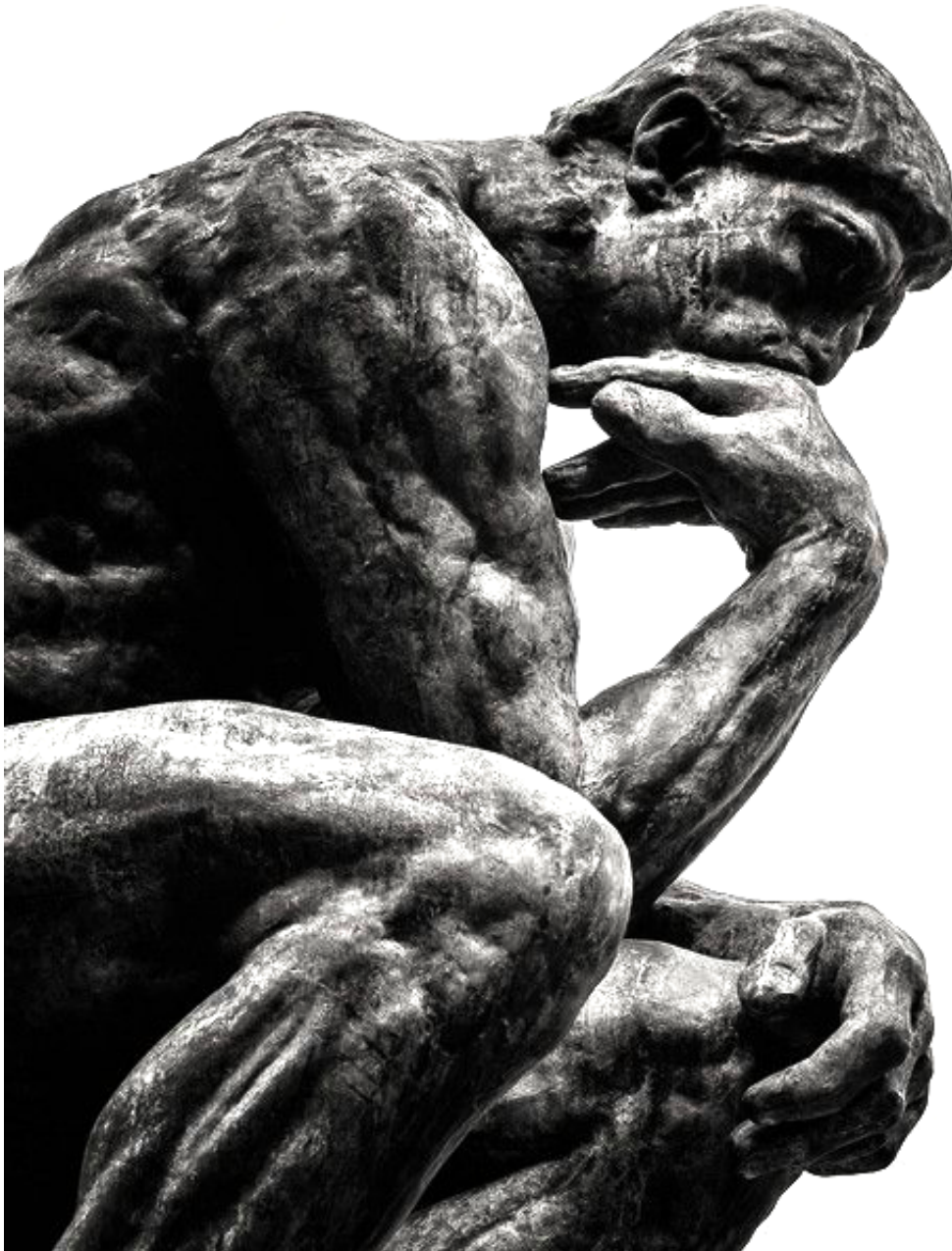
Peter Limberg and Conor Barnes

- The Death of God and Modern Nihilism
- Jonathan Pageau and John Vervaeke: Zombies, Monsters and Symbols
- Ways Forwards: Memetic Tribes, Ecologies of Practices, Experimentalism

[▶ The Zombie Apocalypse Is Already Here | Jonathan Pageau](#)




Unit 4: Writing and Literacy



“If people cannot write well, they cannot think well, and if they cannot think well, others will do their thinking for them”.

George Orwell

- Marshall McLuhan's The Gutenberg Galaxy : How Literacy Transformed Consciousness and Society
- How and Why to Write an Essay: Learning to Think
- Writing for the Media: Journalism and Blogging

 Jordan Peterson on the Power of Writing



Unit 5: Mimetic Theory, The Scapegoat and the Internet

WE DESIRE WHAT OTHERS DESIRE BECAUSE WE IMITATE THEIR DESIRES.


GRENE



“The community satisfies its rage against an arbitrary victim in the unshakeable conviction that it has found the one and only cause of its trouble. It then finds itself without adversaries, purged of all hostility against those for whom, a second before, it had shown the most extreme rage”.

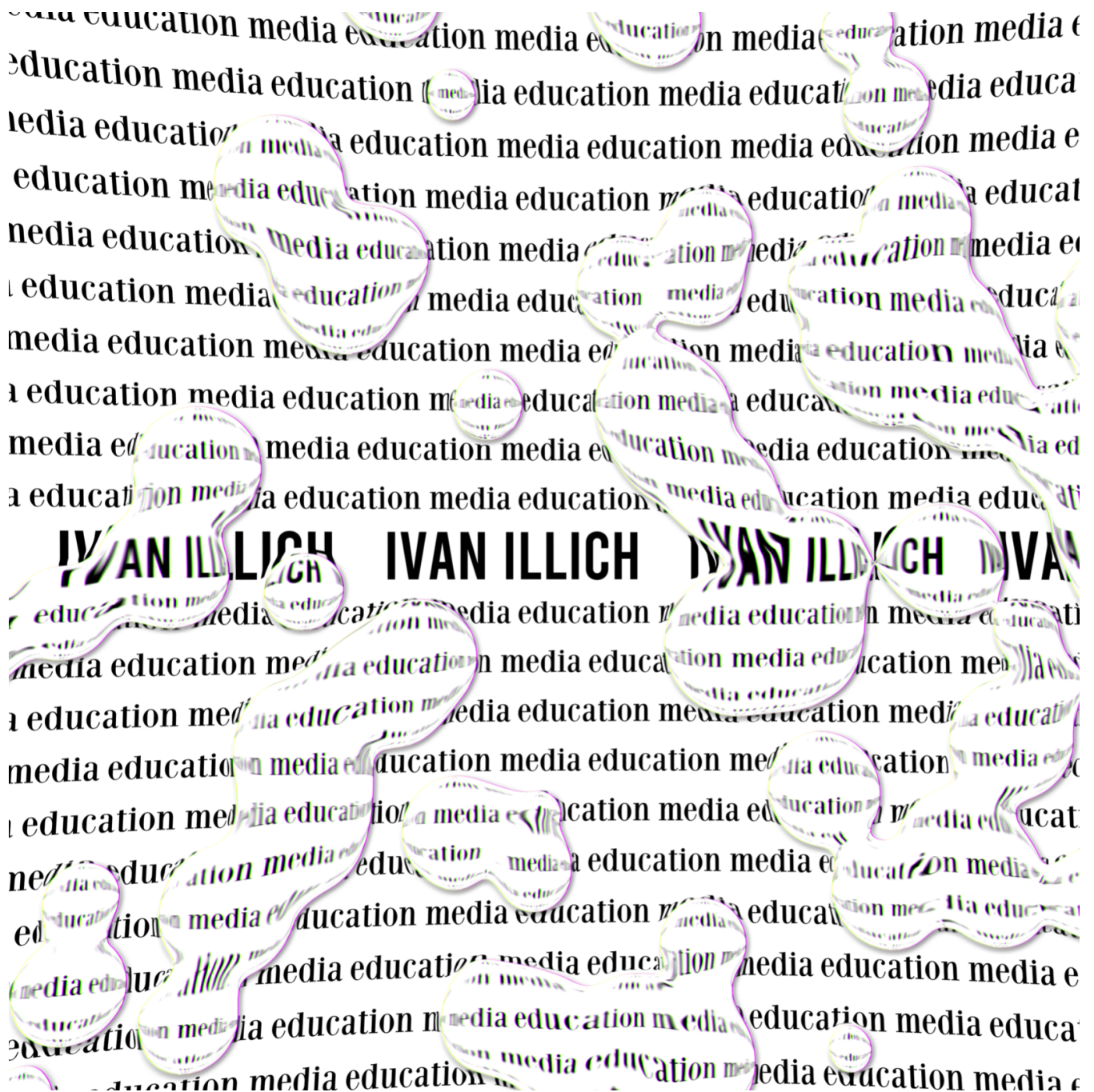
Rene Girard

- Rene Girard: Mimetic Desire and the Scapegoat Mechanism
- Media Lynch Mobs and Cancel Culture
- Advertising, Social Media, and Mimesis

 Peter Thiel on René Girard



Unit 6: Education and Media



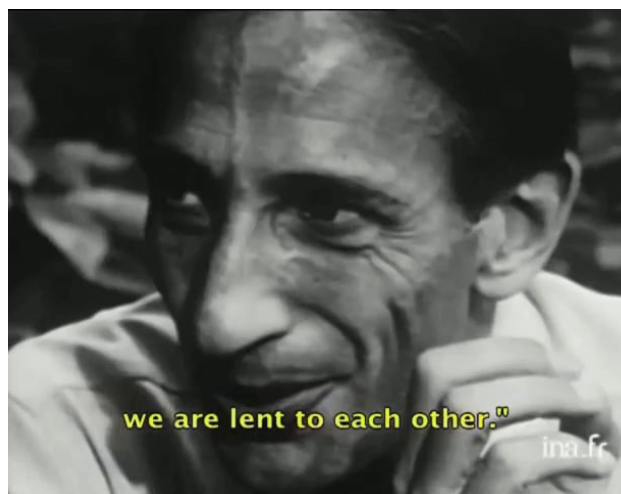
"School is the advertising agency which makes you believe that you need the society as it is."

Ivan Illich

- Media as Education, Education as Media
- Deschooling Society: Ivan Illich's Critique of Modern Education
- Cybernetics, Complexity and Learning in the Internet Age

[Ivan Illich: 1972 French Interview \(w/ English Subtitles\)](#)

(start from 28:10)



Unit 7: Podcasting and Networks

process
& event

INTERNET
ATTENTIONALISM


Attention is the only hard currency in the virtual world.
The strategy and logic of the netocracy are therefore attentionalist.

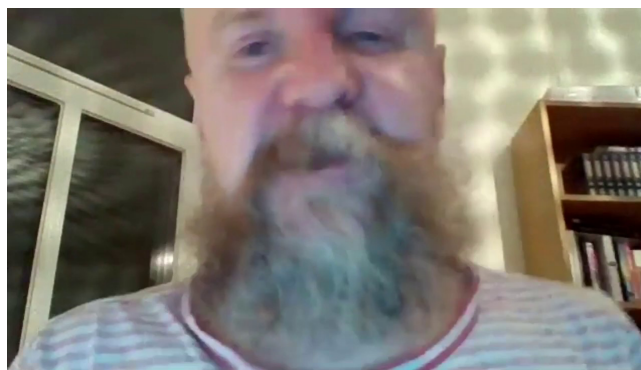


“[Virtual] society is by definition post-capitalist, because the requirements needed to achieve status under capitalism - money, fame, titles, and so on - no longer have any value for entrance applications to any of the higher and more powerful networks. The netocratic status which is now in demand requires entirely different characteristics: knowledge, contacts, overview, vision. In other words: qualities which contribute to increasing the network’s status and making it even more powerful”.

Alexander Bard and Jan Soderqvist

- Navigating and Creating in the Digital Media Landscape
- How and Why to Make a Podcast: Being a Voice for a Tribe
- Alexander Bard and Jan Soderqvist: Networks, Netocracy, and Attentionalism

 version_4::clips | The Attention Economy's Winning Formula




Unit 8: Cults, Conspiracies and Information Warfare



“In addition to providing memory, the Internet is also symmetric: anyone who wants to can express themselves into this enormous database. On the one hand, this means that we have access to the possibility of “experience at the edge” largely unfiltered or spun by middle men. Direct, on the ground and en masse. On the other hand, the folks pouring information into the Internet, don’t necessary have to know what they are talking about to do so. Nor do they necessarily need to be truthful.”

Jordan Hall

- The Collapse of the Blue Church: Conspiracy Theory as Folk Religion
- Echo Chambers and Cults
- Nonlinear Warfare: Disinformation and Weaponized Networks

 Deep Code Bits: Regarding Q

